

**AMENDMENTS TO THE CLAIMS**

Please cancel claims 1-7, 9-10, 12-14 and 15-18, 21 and 23 and add new claims 29-46.

1. (Canceled)

2. (Canceled)

3. (Canceled)

4. (Canceled)

5. (Canceled)

6. (Canceled)

7. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Canceled)

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15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (New) An adhesive label produced by a process comprising the steps of:  
providing a web consisting of an adhesive label substrate having a face  
material, an adhesive layer and a liner, the liner being separable from the face

material and the adhesive layer wherein the web has a web width and a web direction;

positioning the web in label conversion machine in a preselected web direction;

configuring a plurality of triangular label shapes on the face material in which each shape has a first, second and third side wherein the first side of adjacent labels face each other and the second side of adjacent labels face each other such that the third side of each label faces outwardly from the web width;

cutting the face material and adhesive layer to form a plurality of triangular shaped labels;

putting the triangular shaped labels; and

processing the plurality of triangular shaped labels into individual rolled strips.

30. (New) The adhesive label of claim 29 wherein the configuration of the plurality of triangular shaped labels forms consecutive rows of triangular shaped labels positioned parallel to the web direction.
31. (New) The adhesive label of claim 30 wherein the face material is selected from the group consisting of paper, polyester, vinyl, polypropylene and foil.
32. (New) The adhesive label of claim 29 wherein the adhesive layer is formed from an adhesive selected from the group consisting of permanent, removable, water-soluble, and cold temperature adhesives.
33. (New) The adhesive label of claim 29, further including the step of removing a matrix of waste material between the plurality of labels after cutting the facing material and adhesive layer.
34. (New) The adhesive label of claim 29, wherein printing includes printing text on the labels.

35. (New) The adhesive label of claim 34 wherein the text is selected from the group consisting of text found in the day of the week first-in/first-out food-safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.
36. (New) The adhesive label of claim 29 wherein printing the labels includes printing color on the labels.
37. (New) The adhesive label of claim 36 wherein the color printed on the label is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday, and black for Sunday.
38. (New) The adhesive label of claim 37 wherein the printing on the labels further includes the step of positioning text on each label such that the text on each label is oriented in the same direction.
39. (New) The adhesive label of claim 38 wherein text is positioned on alternating first and second sides of adjacent triangular labels.
40. (New) A triangular-shaped adhesive label comprising:  
a face material and adhesive layer wherein the label has three sides of equal length and said adhesive layer entirely covers one side of the face material;  
the face material including first selected from a group consisting of text found in day of the week first in/first out food safety labeling systems, text relating to shelf-life/product identification food safety labeling systems and text relating to use by/use first food safety labeling systems.
41. (New) The adhesive label of claim 40 wherein the label is removably attached to a liner.

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42. (New) The adhesive label of claim 40 wherein the face material is selected from group consisting of paper, polyester, vinyl, polypropylene and foil.
43. (New) The adhesive label of claim 40 wherein the adhesive layer is formed from an adhesive selected from the group consisting of permanent, removable, water soluble and cold temperature adhesives.
44. (New) The adhesive labels of claim 41 wherein the liner is a silicone-coated sheet of paper.
45. (New) The adhesive label of claim 40 wherein the printing includes printing color on the label.
46. (New) The adhesive label of claim 45 wherein the color printed on the label is selected from a group of colors consisting of blue for Monday, yellow for Tuesday, red for Wednesday, brown for Thursday, green for Friday, orange for Saturday and black for Sunday.